

SBS SCARBOROUGH BEACH SWIMMING CLUB



SPONSORSHIP PROSPECTUS

About Scarborough Beach Swimming Club

Scarborough Beach Swimming Club (SBSC) is an A-grade Premiership swimming club founded on the 20th of November 1963.

SBSC is situated at the iconic Scarborough Beach, Western Australia's premier beachfront destination and the 6 star, green rated Scarborough Beach swimming pool has become an iconic local landmark, overlooking the coastline and picturesque Indian Ocean.

We have a membership of over 220 aged 7 to 60. With swimmers from stroke development through to national level, our club is represented at a number of events throughout the year. SBSC is affiliated with Swimming WA and Swimming Australia, the peak body for swimming with nearly 1,000 clubs and 90,000 registered members nationally.

We train six days a week with monthly club meets run from October through to March each year. Each club meet attracts between 70 – 100 swimmers and 130 -170 attendees.

Our National Squad members represent SBSC at interstate meets attending both the national swim meets and Olympic trials when they are held.

In addition to Swimming WA meets, our swimmers actively participate in the Open Water Swimming events each summer and the Rottneest Channel Swim where a number our swimmers regularly place in the top 10 for their categories.

Our community is what sets our club apart and is the key to our success. We invite you to join us in our quest to become the premier swimming club in Western Australia.



“Swimming is Australia’s leading sport with over six million Australians participating in swimming either regularly or occasionally in the last three months”

Roy Morgan Poll

About Scarborough Beach

Scarborough is one of the most important tourism destinations in the 'Experience Perth' tourism region. It is a contemporary beach destination, alive with restaurants, cafés, shopping, entertainment and programmed activities attract new visitors, local residents, workers and commercial investment.

The 26 million dollar Scarborough Beach Pool is the only WA pool to have a 6 star green energy

rating incorporating Geo-thermally heated water via the Yaragadee aquifer deep below the ground keeping the main pool at 26C to 28C. The pool uses rainwater for pool top up and filter cleaning, water from the pool is also used to keep the facility and surrounding offices cool via the air conditioning system in summer. Overall, the features save more than 3,000 tonnes of Carbon Dioxide emissions each year, which is enough to offset the emissions of driving around the world 400 times.

In 2019/2020, Scarborough Beach Pool attracted almost 320,000 visitors. Foot traffic viewing the pool from either The Esplanade promenade or Scarborough Beach boardwalk is well in excess of double this figure. (Source: ABS, 2013; City of Stirling, 2020)

To learn more about Scarborough Beach and our club, visit our website: www.sbscwa.com.au



Unique Sponsorship Opportunity

Each year SBSC sends a contingent of National Qualifiers to attend the Australian Age Swimming Championship and the Open water National Championships.

Unfortunately this is a costly exercise for both SBSC and our National Qualifiers families, we are seeking expressions of interest from organisations with shared values that reflect the elite performance, self-

discipline and drive of our highest performing athletes.

This unique partnership will provide national exposure for our sponsor.

SBSC will commission a one-off uniform, with sponsor logo, to be worn in all official photos and for the full duration of the meet.



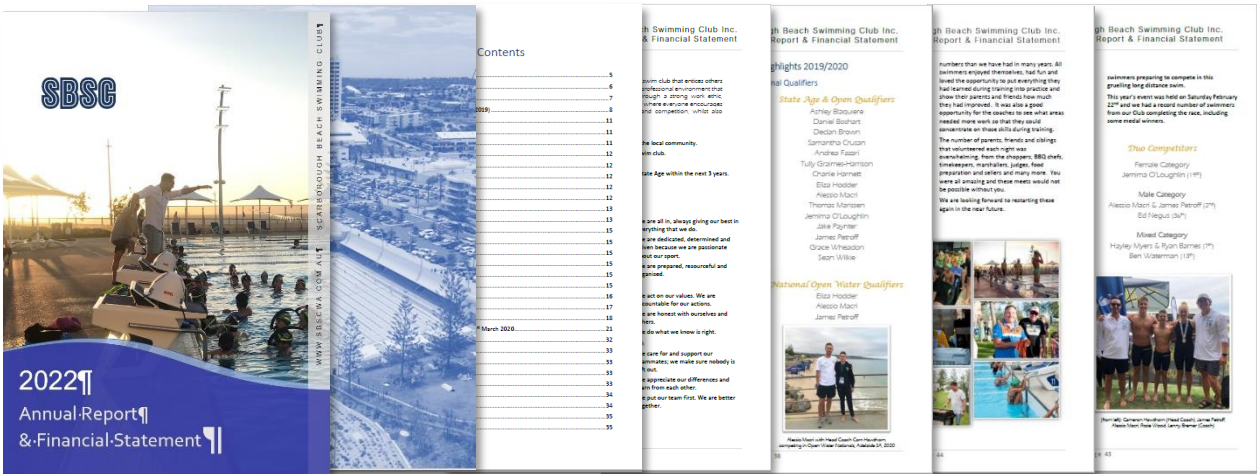
To learn more about this exciting opportunity, contact our club president: president@sbscwa.com.au



“*I would never just train to train. I train to race*”

Stephanie Rice

Annual Report



[Club Documentation > Annual Report](#)

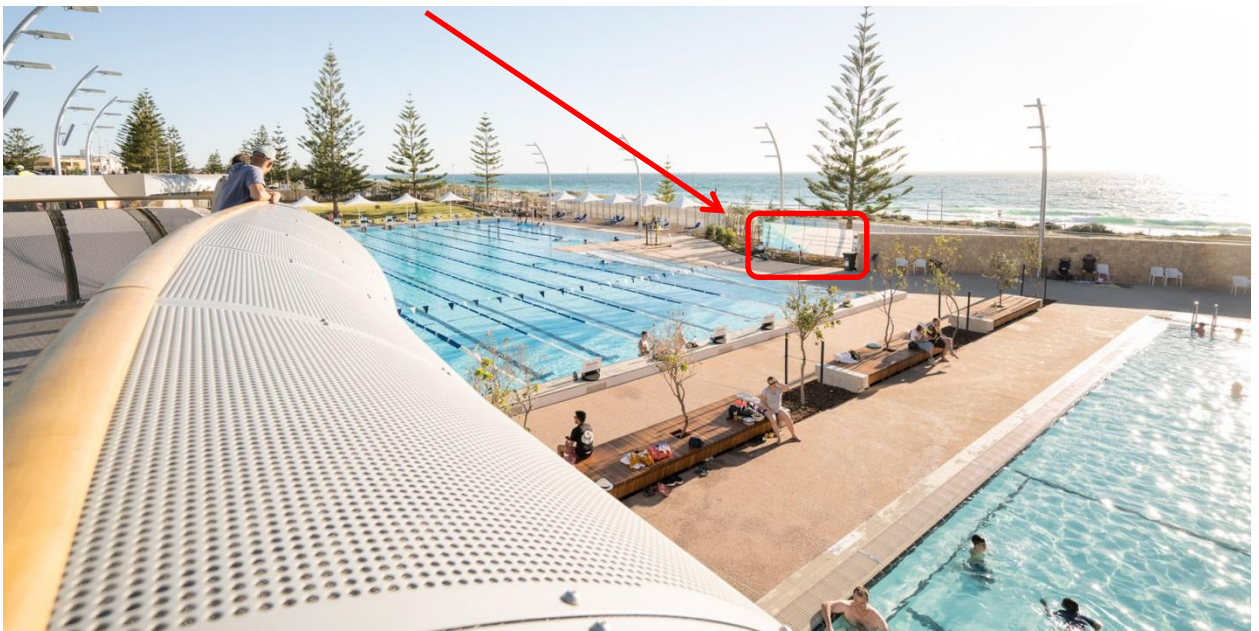
Sponsorship Opportunities

Category / Item	Quantity	Investment	Page
Platinum Partner	1		5
Gold Partner	2		6
Silver Partner	4		7
Bronze Partner	8		7
Squad Sponsorship	5		8
Named Club Night	5		8
Other	10		--



Platinum Partner (1 Available)

- Platinum Partner acknowledgement and logo on the SBSC website
- Partner logo on all club email signatures
- Primary Sponsor branding on SBSC Banner (2m x 0.6m) at pool entrance visible to all pool visitors
- Primary Sponsor branding on large club sign (4m x 2.5m) on fence between pool and beach. Highly visible to passing foot traffic from Scarborough Beach board walks above and below the pool.



- Primary Sponsor branding on SBSC home club sign on grandstand inside pool area visible to all pool visitors
- Sponsor branding on front of the equipment cages. Equipment cages are visible to passing foot traffic from Scarborough Beach board walks above and below the pool
- Sponsorship of Swim Meet (choice of 6) and associated benefits (see page 8). Photos of the event will be displayed on the SBSC website until the end of the current season (September)
- A-frame sandwich board with Organisation logo displayed at the end of Lane 4 during Swim Meets
- Organisation name, logo and 300-word company profile on the SBSC website

- Provided with the “Proud sponsor of SBSC” logo for use on marketing material
- Five minute speaking opportunity at the AGM
- Five minute speaking opportunity at the Annual Awards Night
- Dedicated monthly posts on Social Media and a pinned post on Facebook.
- Sponsor acknowledgement in the SBSC annual report.
- Organisation details on the SBSC website until the end of membership year (September).
- First right of refusal for the Platinum sponsorship the following season



Entrance and Foyer- trophy cabinet display with sponsor’s details on display.

Gold Partner (2 Available)

- Gold Partner acknowledgement and logo on the SBSC website
- Large Sponsor branding on SBSC Banner (2m x 0.6m) at pool entrance visible to all pool visitors
- Large Sponsor branding on large club sign (4m by 2.5m) on fence between pool and beach. Highly visible to passing foot traffic from Scarborough Beach board walks above and below the pool.



- Sponsor branding one side of the equipment cages. Equipment cages are visible to passing foot traffic from Scarborough Beach board walks either above or below the pool
- A-frame sandwich board with Organisation logo displayed at the end of Lane 5 during Swim Meets
- Organisation name, logo and 300-word company profile on the SBSC website
- Provided with the “Proud sponsor of SBSC season xx” logo for use on marketing material
- Five minute speaking opportunity at the AGM
- Dedicated monthly posts on Social Media
- Sponsor acknowledgement in the SBSC annual report.
- Organisation details on the SBSC website until the end of membership year (September).
- First right of refusal for the Gold sponsorship at SBSC for the following season.

“ *In the 2019/2020 financial year, Scarborough Beach Pool attracted 312,757 visitors.* ”

City of Stirling, 2020

Silver Partner (4 Available)

- Silver Sponsor acknowledgement and logo on the SBSC website
- A-frame sandwich board with Organisation logo displayed at the end of a Lane during Club Nights
- Organisation name, logo and 300-word company profile on the SBSC website
- Provided with the *“Proud sponsor of SBSC season xx”* logo for use on marketing material
- Dedicated monthly posts on Social Media
- Sponsor acknowledgement in the SBSC annual report.
- Organisation details on the SBSC website until the end of season
- First right of refusal for the Silver sponsorship at SBSC for the following season

Bronze Partner (8 Available)

- Bronze Sponsor acknowledgement and logo on the SBSC website
- Organisation name, logo and 300-word company profile on the SBSC website
- Provided with the *“Proud sponsor of SBSC season xx”* logo for use on marketing material
- Sponsor acknowledgement in the SBSC annual report.
- Organisation details on the SBSC website until the end of season
- First right of refusal for the Bronze sponsorship at SBSC for the following season

“Excellence is the gradual result of always striving to do better”

Pat Riley

Squad Sponsorship (5 Available)

Benefits

- A-frame sandwich board displayed at the end of a Lane during training sessions
- Organisation name and logo on the relevant squad page of the SBSC website
- Provided with the “Proud sponsor of SBSC season xx” logo for use on marketing material



Named Club Night (5 Available)



- Organisation name and logo incorporated into all correspondence and marketing for the Club Night
- Display Organisation banner or other advertising during Club Night
- Five minute speaking opportunity at the Club Night
- Photos of the Club Night available on the SBSC website
- Organisation name and logo on the SBSC website
- Provided with the “Proud sponsor of SBSC season xx” logo for marketing purposes

THANK YOU TO OUR CURRENT SPONSORS

